



HRVATSKO
KATOLIČKO
SVEUČILIŠTE
ZAGREB
UNIVERSITAS
STUDIORUM
CATHOLICA
CROATICA
ZAGREBIA

Detailed Course Syllabus

Academic year:

2026/2027

Semester:

Summer semester

Study programme:

Komunikologija (R)
(elective)

Year of study:

1

I. BASIC COURSE INFORMATION

Name: Marketinška komunikacija u digitalno doba

Abbreviation: IZBP245

ECTS: 4

Code: 267699

Prerequisites: No

Total Course Workload

Teaching Mode

Total Hours

Lecture

30

Seminar

15

Class Time and Place: HKS - according to the published schedule

II. TEACHING STAFF

Course Holder

Office Hours: According to the published schedule

Course Assistant

III. DETAILED COURSE INFORMATION

Teaching Language: Hrvatski

Course Description

Textbooks and Materials

Required

Supplementary

Examination and Grading

To Be Passed DA

Exclusively Continuous Assessment NE

Included in Average Grade DA

Prerequisites to Obtain

Signature and Take

Final Exam

Examination Manner

Grading Manner

Detailed Overview of Grading within ECTS

IV. WEEKLY CLASS SCHEDULE